



## DEPARTMENT OF THE INTERIOR

### INFORMATION SERVICE

UNITED STATES FISH AND WILDLIFE SERVICE

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#### BUREAU OF COMMERCIAL FISHERIES ISSUES REPORT ON FISH UTILIZATION IN PUBLIC EATING PLACES

When a customer--whether he be in the north, south, east, or west--wants shellfish, his first choice is shrimp in two out of three of the Nation's public eating places which serve fish or shellfish, according to a survey by the Bureau of Commercial Fisheries of the Department of the Interior.

But if he wants fish, and he lives in the northeastern part of the country, his choice in public eating places will be tuna, flounder, haddock, and halibut in the order named. If he lives in the north-central area, his choice will be ocean perch, pike, haddock, catfish; in the south it will be catfish, sea trout, flounder, and cod; and in the west he will choose halibut, salmon, tuna, and flounder.

The study also indicates that fish or shellfish is the main dish in 17 percent of all meals served in the 208,100 eating places that serve fish and shellfish. But there are still 190,000 public eating places of the total 398,000 which for some reason do not serve fish or shellfish.

Replies to questions on fish portions--uniform servings of fish--to determine the most popular sizes of fish servings may be the key to efficient and streamlined packaging to cut down costs of producing too many different size portions. Also, supplying fish in proper portions for servings may induce some of the 190,000 eating places that do not serve fish to put this nutritious and profit-making protein food on their menus.

The purpose of the survey was to secure information which would help the fishing industry improve old markets and develop new ones. Such research is part of a broad program which the Bureau of Commercial Fisheries in the Fish and Wildlife Service is conducting for the benefit of both the fishing industry and the consumer.

Other Bureau programs include biological studies to develop means by which the fishing industry will have sufficient advance notice to adjust their plans to a full or short harvest of commercial varieties of fish; exploratory fishing and gear research to discover new or better fishing areas and to learn better ways of landing the fish; processing, refrigeration, and transportation studies to assure the consumer the best possible product; and educational studies to help the industry and the consumer make the best possible use of a valuable resource.

The survey was made by the Bureau of the Census of the Department of Commerce for the Bureau of Commercial Fisheries. A representative sample of more than 4,500 public eating places was covered in the study. The work was financed by funds made available by the Saltonstall-Kennedy Act for the improvement of the domestic fishery.

The report, Fish and Shellfish Consumption in Public Eating and Drinking Places, Special Scientific Report, Fisheries No. 218, is available through the Division of Information, United States Fish and Wildlife Service, Department of the Interior, Washington 25, D. C.

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